

2010
EEO
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**KOLO
EEO PUBLIC FILE REPORT**

06/01/2009 – 05/31/2010

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Multi-Media Journalist	1, 5, 7, 9, 10, 23, 24, 30, 34	9
Broadcast Engineer II	1, 6, 7, 10, 12, 14, 28, 29, 34, 36	29
Sales Account Executive	1, 7, 10, 12, 22, 28, 29	29
Sales Account Executive	1, 7, 10, 12, 22, 28, 29	1
Anchor/Reporter	1, 8, 9, 10, 12, 16, 28, 29, 34, 36	29
Internet Sales AE	1, 7, 10, 12, 22, 28, 29	1
Sales Marketing Assistant	1, 6, 7, 8, 10, 12, 19, 22, 25, 28, 34	29
Multi-Media Journalist	1, 5, 7, 9, 10, 23, 24, 30, 34	1

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II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	KOLOTV.COM 4850 Ampere Drive Reno NV 89502 1-775-858-8888	N	10
2	Renohelpwanted.com 1 Civic Center Plaza #506 Poughkeepsie, NY 12601 1-800-365-8630 Internet Listing \$	N	0
3	Reno Gazette-Journal 955 Kuenzli Street Reno NV 89512 1-775-348-7355 Lori <u>lmacaula@rgj.com</u> \$	N	0
4	TMCC 7000 Dandini Blvd Reno NV 89512 775-673-7111 Job Board Fax 1-775-674-7566 Renee Baker 1-775-674-7672 <u>www.tmcc.edu</u>	N	0
5	MediaLine PO Box 51909 Pacific Grove, CA 93950 1-800-237-8073 <u>www.medialine.com</u> Mark Shilstone	N	0
6	NAB.org 1771 N. Street N.W. Washington, DC 20036 1-202-429-5498 <u>Khunter@nab.com</u>	N	0

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7	Nevadabroadcasters.org 1050 Flamingo Road # S-110 Las Vegas, NV 89119 1-877-794-4994 earlenelefler@yahoo.com	N	0
8	Career Choices 625 Margrave Drive #101 Reno NV 89502 1-775-826-2555 Barbara Hunt <u>Barbara@career-choices.com</u>	N	0
9	Tvjobs.com PO Box 4116 Oceanside, CA 92052 1-800-374-0119 Mark Holloway <u>member@tvspy.com</u>	N	8
10	Gray Television WSAW TV 1114 Grand Avenue Wausau, WI 54403 1-715-845-4211 Jane Ploeger <u>jploeger@wasaw.com</u>	N	3
11	Regional Technical Institute (RTI) 380 Edison Way Reno NV 89502 1-775-861-4418 FAX: 1-775-861-4415	N	0
12	WorkReno.com 61 West 41 st Avenue San Mateo, Ca 94403 1-775-230-6194 Mark Babitt	N	0
13	ProNet 560 Mill Street # 200 Reno, NV 89502 Richard Lemos phone: 1-775-336-5438 FAX: 1-775-336-5455	N	0
14	Society of Broadcast Engineers 9247 N. Meridian Street #305 Indianapolis, IN 46260 1-317-846-9000 FAX: 1-765-846-9120 Scott Jones <u>kjones@sbe.org</u>	N	0

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15	Jobs4broadcast.com Internet posting site	N	0
16	KOLO TV Employee Self Referred	N	0
17	American Women in Radio & Television 8405 Greensboro Drive #800 McLean, VA 22102 1-703-506-3290 awrt.org \$	N	0
18	Advertising Association of Northern NV 299 South Arlington Avenue Reno NV 89502 1-775-827-7311 Kerri Garcia www.a2n2.com \$	N	0
19	Nevada JobConnect (Nevada UnEmployment Office) 300 East 3 rd Street Carson City NV 89713 1-775-834-1970 FAX: 1-775-6988-1279 www.nevadajobconnect.com Robert Umhani Supervisor	N	0
20	KOLO Walk In	N	0
21	Marketing Ideanet Newsletter 602communications.com Graeme Newll 6839 Charter Hills Road Charlotte NC 28277 gnewell@602communications.com	N	0
22	Nevada Hispanic Services Inc 3905 Neil Road Reno NV 89502 1-775-826-1818 FAX: 1-775-826-1819	N	0
23	Tvspy.com/Vault 150 W. 22 nd Street / 5 th Floor New York, NY 10011 ID: kolorecruit Password: kolotv	N	0
24	Mediabizjobs.com	N	0

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	<u>jobs@mediabizjobs.com</u>		
25	University of Nevada, Reno UNR Career Navigator 1664 N. Virginia Street Reno NV 89557 <u>www.unr.edu/career/employers/CareerNavigator.html</u>	N	0
26	Morrison University Reno Tahoe Tech Center 10315 Professional Circle #201 Reno NV 89521 Amy Schaffer <u>aschaffer@morrison.neumont.edu</u> 1-775-850-0700	N	0
27	Washoe County Senior Center (AARP) Attn: BJ 1155 E. Ninth Street Reno NV 89512 1-775-328-2575 FAX: 1-775-328-6192	N	0
28	California Chicano News Media Association USC Annenberg School of Journalism 300 S. Grand Avenue # 3950 Los Angeles, CA 90071 <u>ccnmainfo@ccnma.org</u> FAX: 1-213-437-4423	N	0
29	KOLO TV Employee Referral	N	6
30	NON Employee Referral	N	0
31	National Association of Hispanic Journalists 1000 National Press Bldg / 529 14 th Street N.W. Washington DC 20047 1-202-662-7145 \$	N	0
32	National Association of Black Journalists University of Maryland 8701-A Adelphi Road Adelphi, MD 20783 1-866-479-NABJ \$	N N	0
33	RTNDA		

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	Radio-Television News Directors Association & Foundation 1600 "K" Street N.W. # 700 Washington DC 20006 1-202-659-6510 \$	N	0
34	Northern Nevada Jobs.com Mark Babbitt. 1802 N. Carson St. #206, 89701 mark@northernnevadajobs.com	N	1
35	Poynter Institute Careers.poynter.org/hr	N	0
36	Talent Agency	N	1
37	Craigslist	N	0
TOTAL INTERVIEWEES OVER 12-MONTH PERIOD			29

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Internship Programs	<p>KOLO-TV maintains an on-going Internship Program with University of Nevada Reno for students who are interested in a broadcasting career. These internships are offered for the term of one semester and afford students studying communications the opportunity to achieve practical experience in the field. During the reporting period, the station had 4 Interns, as follows:</p> <p>During the Summer of 2009, (May-Aug) the station had 2 Interns. These Interns worked in the Production/News Departments, working with Producers, Directors, Audio and Camera Operators.</p> <p>During the Fall of 2009, (Sept-Nov) the station had 1 Intern.</p> <p>During the Spring of 2010 (April-May) The station had 1 Intern. The intern worked in the News/Production department, working with Producers, and Directors on the Day Break Show, the Mid Day News Program and also the Evening News. Learning how to write stories and compile news events, run the teleprompter, edit news stories, run camera, make phone calls for the Assignment Desk, and general observation of all News Department Duties.</p>
2	Participate in Career Fair	<p>March 26,2010 – Anchor Karoline Wightman present at Mendive Middle School's Career Fair.</p>

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3	Participate in Events sponsored by educational organizations:	<p>On April 26th, News Director David Beech spoke to a career class at the College of the Sierra.</p> <p>On November 5th, 2009, Anchor Sarah Johns spoke to Reno Young Professionals about careers in Broadcasting.</p> <p>On March 19, 2009, Anchor Anne Cutler provide an opportunity for students with the Reno Boys & Girls club to job shadow her as part of the program "Big for a Day."</p>
4	Participate in Events community activities designed to showcase careers in Broadcasting:	<p>On April 6th, 2010, anchor Sarah Johns participated in Reno Aces Media Day.</p> <p>On June 6th, 2009, anchor Anne Cutler provided a station tour for the Reno/Sparks Professionals, providing them an opportunity to observe the various careers in Broadcasting.</p> <p>On April 14th, 2009, anchor Anne Cutler provided a station tour for the Reno Leadership class.</p>
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